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ABSTRACT

A survey was conducted in Washington State to measure the general public's awareness and perceptions of community college capital funding needs; to evaluate the feasibility of success for a statewide capital funding initiative campaign based on increased property tax assessments; and to serve as a baseline study for future campaign strategies. The survey was conducted through telephone interviews with 1,006 registered voters who had a history of voting in off-year or special elections. Study findings included the following: (1) 43.6% of the sample reported having attended a community college and an additional 41.4% said they had been on a community college campus; (2) just over 50% of those who attended a community college either graduated from a two-year or technical program or went on to graduate from a four-year college; (3) 73.8% felt the community colleges were doing an excellent or good job in meeting the students' needs; (4) 61.7% identified the community college as part of their local community, while 24.8% identified it more as part of a statewide system; and (5) 63.3% indicated that they would support a tax initiative to levy an additional $0.25 per thousand dollar assessed value to the property tax to meet the capital needs of the community college system. The survey instrument and answers to open-ended questions are appended. (LAL)

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Elmquist Associates, Inc.

Presentation of Research Results

TACC CAPITAL FUNDING FEASIBILITY STUDY

JC 850 113

Conducted by

Cheryle D. Elmquist

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January, 1985

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PRESENTATION OF RESEARCH RESULTS
TACC CAPITAL FUNDING FEASIBILITY STUDY

TOPICS OF DISCUSSION

- OBJECTIVES OF THE STUDY

- STUDY DESIGN
  - Questionnaire Design & Structure
  - Study Methodology
  - Demographic Characteristics of the Sample Population

- GENERAL FINDINGS
  - Perception & Awareness of Community Colleges
  - Awareness of Funding Issues
  - Perceived need for Community College Capital Improvement Funding
  - Receptiveness to a Property Tax Assessment
  - Characteristics of "Supporters" and "Non-Supporters"

- SUMMARY OF FINDINGS

- APPENDIX
  - Questionnaire with Frequency Counts
  - Analysis of Open-Ended Comments

OBJECTIVES OF THE STUDY

- to measure the general public's awareness of and perceptions of community college capital funding needs;
- to evaluate the feasibility of success for a statewide capital funding initiative campaign based on increased property tax assessments; and,
- to serve as a baseline study for future 1985 campaign strategies.

STUDY DESIGN

Questionnaire Design: The questionnaire was designed to measure the following attributes:

- general awareness of and perception of the community college system;
- perceived need for community college capital improvement funding;
- receptiveness to a property tax assessment for community college capital improvement funding;
- characteristics of a supportive constituency and their political affiliations;
- education process or campaign strategy necessary to successfully "educate" voters; and,
- demographic and geographic characteristics of potential "supporter" and "non-supporters".

A copy of the final questionnaire is included in the Appendix of this report.

Study Methodology: The survey was conducted by telephone with 1006 respondents. The sample population was randomly selected from the registered voter list. The sample was based on those voters who have a history for voting in off-year or special elections, thus a "good voter". This population was selected because they best represent the attitudes and perceptions of those voters "most likely" to vote in the 1985 general election.

Geographic distribution of the sample was based on the most recent census population data. The following represents the sample surveyed in each area:

. 722	Western Washington	(± 3.7%)*
	- 170 Seattle	(± 7.5%)
	- 144 Other King County	(± 8.2%)
	- 177 N.W. Washington	(± 7.3%)
	- 121 Pierce County	(± 8.9%)
	- 110 Other S.W. Washington	(± 9.3%)
. 284	Eastern Washington	(± 5.8%)
	- 160 Spokane	(± 7.7%)
	- 124 Other Eastern Washington	(± 8.9%)
.1006	Total Sample Population	(± 3.1%)

* The confidence intervals at the 95% level are in parenthesis. It should be noted that the confidence interval for the total sample population is very good. However, when looking at data for the individual geographic areas, the confidence limits are wide and the data should be carefully scrutinized before making general statements of fact. This is true for any sub-population or data.

The telephone interviewing was conducted between January 7 and January 15, 1985. The average interview was conducted in 14.5 minutes.

Demographic Characteristics of the Sample Population:

. Home Ownership		
Own	897	89.2 %
Rent	88	8.7 %
No Answer	21	2.1 %
Age		
18 - 24	41	4.1 %
25 - 34	133	13.2 %
35 - 44	192	19.1 %
45 - 54	193	19.2 %
55 - 64	207	20.6 %
Over 65	228	22.7 %
No Answer	12	1.2 %
. Education		
Some High School	62	6.2 %
High School Graduate	255	25.3 %
Some College	257	25.5 %
2-Yr/Technical Graduate	117	11.6 %
4-Year Graduate	191	19.0 %
Post-Graduate	115	11.4 %
No Answer	9	0.9 %
. Employment		
Employed Full-Time	396	39.4 %
Employed Part-Time	120	11.9 %
Full-Time Homemaker	161	16.0 %
Student	19	1.9 %
Retired	273	27.1 %
Unemployed	28	2.8 %
No Answer	9	0.9 %
. Household Income		
Over $35,000	379	37.7 %
Under $35,000	497	49.4 %
No Answer	130	12.9 %
. Sex of Respondent		
Male	405	40.3 %
Female	601	59.7 %
	Base = 1006	100.0 %

GENERAL FINDINGS

- Perception & Awareness of Community Colleges
- Awareness of Funding Issues
- Perceived need for Community College Capital Improvement Funding
- Receptiveness to a Property Tax Assessment
- Characteristics of "Supporters" and "Non-Supporters"

SUMMARY OF FINDINGS

Perception & Awareness of Community Colleges: The awareness questions in the survey were designed to measure how much direct experience or personal contact the respondent population has had with the community colleges.

Direct contact with a community college was measured in questions 23, 24 & 25:

- 43.6 % of the sample reported having attended a community college, and an additional
- 41.4 % said they have been on a community college campus.

Of the people that attended:

- 18.2 % graduated from 2 year or technical programs,
- 20.5 % have graduated from 4 year colleges, and
- 11.4 % said they have completed post-graduate work.

Thus, just over 50% of those who attended a community college either graduated from a 2-yr./technical program, or went on to graduate from a 4 year college.

- 21 % of the sample have plans to attend a community college sometime within the next two years.

Perceptions of the community colleges were measured in questions 1, 2, 4, 5, 9 & 10.

- 73.8 % of the respondents felt the community colleges were doing an excellent or good job in meeting the student's needs.

When asked to evaluate the community college's performance in providing specific programs, the respondent's gave a rating of excellent or good for:

- 86.6 % Basic Education for Adults
- 84.5 % Vocational & Technical Training
- 82.1 % Personal Improvement Courses
- 75.2 % Job Re-Training Programs
- 72.4 % College Transfer Courses

Job Re-Training Programs and College Transfer Courses received the highest no answer percentages (32% & 33% as compared to 5.1% for Adult Basic Education). This indicates a high unawareness or lack of knowledge regarding these programs.

The community colleges were rated as being "effective" (4, 5 or 6) in meeting the following community needs:

- 89.8 % Providing low-cost higher education
- 85.7 % Helping people prepare for jobs
- 74.5 % Reducing adult ill-literacy
- 65.0 % Improving parent-family relationships
- 64.4 % Reducing youth unemployment
- 60.8 % Reducing crime
- 54.8 % Reducing welfare costs

The lower rated "needs" had high rates of no answers, again, indicating a greater level of unawareness. It is apparent that the respondents do not relate the programs and services offered by community colleges with reducing social welfare problems.

The above evaluation supports the answers given for question 4, "What do you feel is the most important purpose for the community colleges?"

- 20 % Provides economic, low-cost higher education
- 14 % Job re-training programs, career training, vocational programs
- 13 % College transfer courses
- 13 % Education in general
- 10 % Place to learn, alternative to 4-year school
- 7 % Good interim between high school and 4-year school
- 6 % Accepts everyone, no academic requirements
- 17 % Other responses given

Question 4 is a good indicator of general perception and attitude because it was asked at the beginning of the survey, before the respondent had time to become "informed" thru the survey process.

Questions 2 and 5 address the respondent's perception of the community college as part of the community, or as part of a statewide system.

- 61.7 % identified the community college as part of their local community
- 24.8 % identified it more as part of a statewide system
- 9.4 % identified it as both

Reasons given for their perceptions included:

Community

- 55 % Serves the community, local people attend
- 21 % Personal experience, familiar with local college
- 12 % Name identity - "community" college
- 12 % Other responses given

Statewide

- 23 % They are all over the state
- 22 % They are state funded
- 12 % Serve the statewide population
- 10 % Personal experience with colleges
- 8 % Governed by the legislature, no local control
- 7 % Students transfer to state schools
- 18 % Other responses given

Both

- 43 % Everyone attends
- 19 % State funded but locally controlled
- 9 % Governed by the legislature
- 6 % Personal experience. it's the way it should be
- 23 % Other responses given

When asked how much their community has benefited from the resources and educational opportunities offered by their local community college:

- 54.4 % said that the community college has been very beneficial for their community, and
- 32.7 % responded moderately beneficial.

Awareness of Funding Issues: Questions 3, 11 and 14 address the respondents awareness of the community colleges' lack of capital improvement funding.

Question 3 asks if the respondent has seen or read any news stories about Washington community colleges in the last year.

- 48.8 % responded yes

When asked to identify what those stories were about:

- 33 % Funding issues
- 27 % College programs/curriculum
- 18 % Administrative issues
- 4 % Sports Events
- 18 % Others mentioned

Again, (like question 4), because this question is located at the beginning of the survey and before the "education" process, it is a good indicator of awareness. Thus, unaided, a third of the respondents had seen or read something about funding issues.

In question 11:

- 33.9 % of the respondents indicated that they were aware the community colleges do not currently have a source of dedicated funds for facilities & equipment.

In question 14:

- 37.7 % of the respondents indicated that they had seen or read articles regarding the community colleges lack of building funds.

Perceived need for Community College Capital Improvement Funding: Questions 6 & 7 address the necessity for specific buildings, facilities and equipment and then has the respondent evaluate their condition.

In order of being "necessary" (4, 5 or 6):

- 98.1 % Adequate Library Facilities
- 97.2 % Adequate Classroom & Laboratory Space
- 96.6 % Modern Technical Equipment
- 89.5 % Parking Facilities
- 78.0 % Well-Maintained & Attractive Campus Grounds
- 69.6 % Student Unions or Centers
- 68.7 % Physical Education Facilities

The following shows the percentage of respondents who rated each of the above in "excellent" or "good" condition:

- 85.1 % Well Maintained & Attractive Campus Grounds
- 77.2 % Adequate Library Facilities
- 75.5 % Adequate Classroom & Laboratory Space
- 71.5 % Physical Education Facilities
- 71.3 % Student Unions or Centers
- 68.6 % Modern Technical Equipment
- 68.5 % Parking Facilities

No relationship was found between "necessity" for the facility and its "condition".

Except for the evaluation of campus grounds and parking, there was a very high (in excess of 35%) percentage of NA responses. Again, this indicates a high level of unawareness regarding the condition of buildings and facilities. However, when giving an opinion regarding the necessity of specific facilities, there was less than a 5% NA response for all categories.

Later in the questionnaire, question 12 asks the respondent: "From your general knowledge of the community colleges, do you feel that they currently are in need of new and renovated buildings and facilities?"

- 40.1 % In need of
- 35.8 % Not in need of
- 24.2 % Don't Know/No Answer

Question 13 asks about the need for updated technical equipment:

- 51.1 % In need of
- 10.7 % Not in need of
- 38.2 % Don't Know/No Answer

In general, the community colleges are perceived to be as good or in better condition today than they were five years ago:

- 39.1 % Better condition
- 34.1 % About the same
- 7.0 % Worse
- 19.9 % Don't Know/No Response

Receptiveness to a Property Tax Assessment: Questions 15 & 16 measure the perception of the "importance" of community college funding.

Question 15: "Do you feel that funding community college buildings and facilities is a very, somewhat or not an important problem?"

- 51.9 % Very Important
- 39.9 % Somewhat Important
- 4.6 % Not Important

Question 16: "Do you feel this problem has a direct impact on you and your community?"

- 78.5 % Direct Impact
- 14.5 % No Impact
- 7.0 % Don't Know/No Answer

These two questions indicate that the respondent population places a high priority on community college funding.

The support for community college funding is further evidenced in the support for the proposed initiative:

- 63.3 % In Favor
- 22.3 % Opposed
- 14.4 % Don't Know

When asked about reasons for support or opposition:

Support

- 33 % Support education in general
- 20 % Community colleges in need of improvement
- 12 % Personal experience with community colleges
- 11 % Affordable education is necessary
- 10 % Community colleges need a steady source of funding
- 9 % They fill a need in the community
- 5 % Other responses given

Opposed

- 30 % Taxes are too high already
- 16 % Not fair to just tax property owners
- 14 % Money won't be used appropriately
- 10 % Don't need new facilities
- 9 % Funding should be determined by the legislature
- 7 % Unfair to older people on fixed incomes
- 14 % Other responses given

The comments given for opposition to the initiative are primarily tax based opposition, rather than opposition to funding for community colleges. This is reinforced in questions 18 - 20.

Question 18: Is $1.50 a reasonable amount to pay to assure that the community colleges have adequate buildings and equipment?

- 77.3 % Reasonable
- 13.9 % Not Reasonable
- 8.7 % Don't Know/No Answer

Of those in favor of the initiative:

- 95.9 % felt $1.50 was a reasonable amount

Of those opposed to the initiative:

- 39.7 % still felt $1.50 was a reasonable amount to pay to assure that the community colleges have adequate buildings and equipment.

Question 19 addresses the "fairness" of a property tax assessment: "Do you feel that the property tax is a fair and equitable tax to assess in support of the community colleges?"

- 61.4 % Fair
- 23.9 % Unfair
- 14.7 % Don't Know/No Answer

Most of the people who support the initiative, also feel that the property tax is a fair and equitable tax.

- 81.0 % of those in favor of the initiative, also feel that the property tax is fair
- 10.7 % of those in favor of the initiative feel that the property tax is unfair

When asked why the respondents felt it was unfair:

- 34 % Not fair to just tax property owners
- 17 % We are already over taxed
- 14 % Everyone should be taxed equally
- 8 % Should tax users, raise tuition
- 6 % The money won't be used appropriately
- 4 % Retired people can't afford it
- 11 % Other responses given

Question 19B: "How should funds for community colleges' buildings and facilities be raised?

- 20 % Should be funded through state budget process, legislative responsibility
- 15 % Increase tuition, impose a use tax
- 12 % Supported at the local level with bonds and levies
- 9 % From the sales tax
- 7 % Fund raisers, alumni
- 7 % Income tax
- 6 % Lottery proceeds
- 4 % Use existing empty school buildings
- 20 % Other responses given

Question 20 evaluated support for the initiative motivated by "improving the local community college" or "making a more effective statewide community college system".

- 29.5 % Local community
- 34.0 % Statewide system
- 16.0 % Both
- 11.9 % Won't Support
- 8.5 % Don't Know/No Answer

Characteristics of "Supporters" and "Non-Supporters":
Geographically, the initiative received the greatest support from other Southwest Washington and the least support from Pierce County:

- 71.8 % In Favor - Other Southwest Washington
- 63.3 % In Favor - Statewide Average
- 48.8 % In Favor - Pierce County

Political Affiliations:

- 71.1 % In Favor - Democrats
- 64.8 % In Favor - Republicans
- 63.3 % In Favor - Statewide Average
- 58.4 % In Favor - Independents

Respondents with children in K - 12 were decidedly more in favor of the initiative:

- 71.3 % In Favor - with children
- 16.0 % Opposed - with children
- 12.8 % DK/NA - with children

- 60.5 % In Favor - without children
- 24.5 % Opposed - without children
- 15.0 % DK/NA - without children

Homeowners comprise 89.2 % of the total sample, and:

- 63.1 % are in favor of the initiative

The initiative received stronger support from the 18 - 44 age group:

- 78.0 % In Favor - 18-24
- 69.9 % In Favor - 25-34
- 69.8 % In Favor - 35-44
- 63.3 % In Favor - Statewide Average
- 61.7 % In Favor - 45-54
- 57.5 % In Favor - 55-64
- 59.6 % In Favor - Over 65

Lack of support in the 55-65 age group relates directly to the lack of support seen in the "retired" category:

- 55.7 % In Favor - Retired

All other employment categories (except unemployed, where the sample was too small to be significant) exceeded the state average.

The lack of support in the older, retired group is significant in this sample because 43.3 % of the sample population is over 55 and 27.1 % of the sample is retired.

SUMMARY OF FINDINGS

In summary, we should look at the objectives of the study and evaluate the study results to determine if we accomplished our objectives:

- to measure the general public's awareness of and perceptions of community college capital funding needs;

Within the parameters of this population sample, the community colleges have a high level of awareness with over 80% of the respondents having attended or been on a community college campus. Over seventy percent of the respondents felt the community colleges were doing an excellent or good job in meeting the student's need.

The community colleges were rated most highly for providing programs in Basic Education for Adults and Vocational & Technical Training. They were rated "most effective" in providing low-cost higher education and helping people find jobs. Providing affordable education and job/career training programs are perceived most important for the community colleges.

The majority of respondents identify the community college as part of their local community and feel that their community has benefited from the resources and educational opportunities offered by their local community college.

About a third of the respondents were aware that the community colleges do not currently have a source of dedicated funds for facilities and equipment. Thirty-seven percent of the respondents indicated that they had seen or read articles regarding the community colleges lack of building funds.

When asked if the community colleges currently are in need of new and renovated buildings and facilities, 40% indicated they felt the community colleges were in need. 51% felt the community colleges were in need of updated technical equipment.

The majority of respondents feel that funding community college buildings and facilities is a very or somewhat important problem and has a direct impact on them and their community.

- to evaluate the feasibility of success for a statewide capital funding initiative campaign based on increased property tax assessments;

The results of this study show a very supportive constituency for community college education. 63.3% of the statewide sample indicated they would be in favor of the proposed initiative and 61.4% of the sample felt that a property tax is a "fair and equitable" tax to assess in support of the community colleges.

- to serve as a baseline study for future 1985 campaign strategy.

The study identified both geographic and demographic characteristics of "supporters" and "non-supporters". This information can be used to build campaign strategy, track shifts in opinion and build a public forum for initiative support.

APPENDIX

- Questionnaire & Frequency Counts
- Analysis of Open-Ended Comments

PUBLIC OPINION RESEARCH
TACC CAPITAL FUNDING FEASIBILITY STUDY

SURVEY NUMBER: [_____]

CIRCLE POPULATION GROUP

1. (170) Seattle
2. (140) Other King County
3. (180) N.W. Washington
4. (120) Pierce County
5. (110) Other S.W. Wash.
6. (150) Spokane County
7. (120) Other Eastern Washington

INTERVIEWER CONTROL

INTERVIEWER NAME:_____[____]

C: Complete

I: Incomplete

DATE: 1. 1-7-85 4. 1-10-85 7. 1-13-85
2. 1-8-85 5. 1-11-85 8. 1-14-85
3. 1-9-85 6. 1-12-85 9. 1-15-85

Edited:_____

ATTACH LABEL:

Finish Time:_____

Start Time: _____

TOTAL TIME:[_____]

Comments: _____

_____

_____

If Incomplete, why?_____

_____

INTRODUCTION

"Hello, this is _____ with Consumer Opinion Services, a statewide public opinion research firm."

"May I please speak to _____?"
[Name listed on label]

[IF NOT HOME, THANK POLITELY AND TERMINATE]

"Your name has been selected at random from the Washington State voter registration lists. We are conducting a survey about the Washington State Community Colleges and would like your comments and opinions for our study."

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			Number	Percent	Cumulative	
Q.1 First of all, do you feel that Washington community colleges do an excellent, good fair or poor job in meeting student's needs?	1. EXCELLENT	1 =	216	21.5 %	21.5 %	
	2. GOOD	2 =	526	52.3 %	73.3 %	
	3. FAIR	3 =	105	10.4 %	84.2 %	
	4. POOR	4 =	9	0.9 %	85.1 %	
	5. DK/NA	5 =	150	14.9 %	100.0 %	Base = 1006
Q.2 When you think of a community college, do you identify it more as part of a statewide system, or do you identify it more as part of your local community?	1. STATEWIDE	1 =	249	24.8 %	24.8 %	
	2. COMMUNITY	2 =	621	61.7 %	86.5 %	
	3. BOTH	3 =	95	9.4 %	95.0 %	
	4. NEITHER	4 =	3	0.3 %	96.2 %	
	5. DK/NA.[Skip to 3]	5 =	38	3.8 %	100.0 %	Base = 1006

Q.2A Why do you feel this way?_____

_____

_____

_____

(PROBE FOR COMPLETE THOUGHTS - WRITE VERBATIM ANSWERS)

Q.3 Have you seen or read any news stories about Washington community colleges in the last year?	1. YES....[Continue]	1 =	491	48.8 %	48.8 %	
	2. NO.....[Skip to Q.4]	2 =	438	43.5 %	92.3 %	
	3. DK/NA..[Skip to Q.4]	3 =	77	7.7 %	100.0 %	Base = 1006

Q.3A [if yes...] What were the stories about?_____

_____

_____

(PROBE FOR SPECIFIC SUBJECTS - WRITE VERBATIM ANSWERS)

Q.4 What do you feel is the most important purpose for the community colleges?_____

_____

_____

_____

(PROBE FOR COMPLETE THOUGHTS - WRITE VERBATIM ANSWERS)

Q.5 How much do you feel your community has benefited from the resources and educational opportunities offered by your local community college: would you say that the community college has been very beneficial for your community, moderately beneficial, only marginally beneficial or not at all beneficial for the community?	1. VERY	1 =	547	54.4 %	54.4 %	
	2. MODERATELY	2 =	329	32.7 %	87.1 %	
	3. ONLY MARGINALLY	3 =	45	4.5 %	91.6 %	
	4. NOT AT ALL	4 =	5	0.5 %	92.0 %	
	5. DK/NA	5 =	80	8.0 %	100.0 %	Base = 1006

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Q.6 Please tell me how necessary you feel it is for the community colleges to have each of the following facilities: on a scale of 1 to 6, with 6 being "very necessary" and 1 being "not at all necessary, how necessary is it for the community colleges to have adequate: (IF RESPONDENT HAS NO OPINION, CIRCLE NA)

*Table Note: The base population figures shown in questions 6, 7, 9 & 10 do not include the percentage of NA responses.

	NA	NOT AT ALL.....VERY					
		1	2	3	4	5	6
Q.6.1 Parking Facilities	NA	1	2	3	4	5	6
Q.6.2 Well Maintained & Attractive Campus Grounds	NA	1	2	3	4	5	6
Q.6.3 Adequate Classroom & Laboratory Space	NA	1	2	3	4	5	6
Q.6.4 Student Unions or Centers	NA	1	2	3	4	5	6
Q.6.5 Modern Technical Equipment	NA	1	2	3	4	5	6
Q.6.6 Physical Education Facilities	NA	1	2	3	4	5	6
Q.6.7 Adequate Library Facilities	NA	1	2	3	4	5	6

	[NA]	1	2	3	4	5	6	
6.1 =	[1.9 %]	1.2 %	1.7 %	7.6 %	15.2 %	20.5 %	53.8 %	Base = 987
6.2 =	[1.2 %]	2.0 %	3.9 %	16.1 %	28.6 %	25.2 %	24.2 %	Base = 994
6.3 =	[1.8 %]	0.2 %	0.7 %	1.9 %	5.0 %	19.9 %	72.3 %	Base = 988
6.4 =	[4.9 %]	4.2 %	6.2 %	20.1 %	33.1 %	22.9 %	13.6 %	Base = 957
6.5 =	[1.8 %]	0.1 %	0.9 %	2.4 %	7.9 %	24.5 %	64.2 %	Base = 988
6.6 =	[2.7 %]	5.4 %	8.1 %	17.8 %	26.6 %	23.0 %	19.2 %	Base = 979
6.7 =	[1.2 %]	0.5 %	0.5 %	0.9 %	4.9 %	20.0 %	73.1 %	Base = 994

Q.7 Based on your general impressions of the community colleges and their facilities, would you say that they are in excellent, good, fair or poor condition when it comes to having adequate:

	NA	POOR	FAIR	GOOD	EXCELLENT
Q.7.1 Parking Facilities	NA	1	2	3	4
Q.7.2 Well Maintained & Attractive Campus Grounds...would you say that the community colleges are in excellent, good, fair or poor condition.	NA	1	2	3	4
Q.7.3 Adequate Classroom & Laboratory Space	NA	1	2	3	4
Q.7.4 Student Unions or Centers	NA	1	2	3	4
Q.7.5 Modern Technical Equipment	NA	1	2	3	4
Q.7.6 Physical Education Facilities	NA	1	2	3	4
Q.7.7 Adequate Library Facilities	NA	1	2	3	4

	[NA]	1	2	3	4	
7.1 =	[18.0 %]	5.1 %	26.4 %	45.1 %	23.4 %	Base = 825
7.2 =	[11.4 %]	0.6 %	14.4 %	55.7 %	29.4 %	Base = 991
7.3 =	[39.3 %]	2.1 %	22.4 %	52.7 %	22.7 %	Base = 611
7.4 =	[49.8 %]	3.2 %	25.5 %	54.5 %	16.8 %	Base = 505
7.5 =	[41.2 %]	2.9 %	28.5 %	49.8 %	18.8 %	Base = 592
7.6 =	[44.1 %]	4.3 %	24.2 %	52.1 %	19.4 %	Base = 562
7.7 =	[37.2 %]	2.4 %	20.4 %	48.4 %	28.8 %	Base = 632

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			Number	Percent	Cumulative	
Q.8 Now, thinking back 5 years, would you say that the community college campuses and facilities are in better condition today, are about the same, or are in worse condition today than they were five years ago?	1. BETTER	1 =	393	39.1 %	39.1 %	
	2. ABOUT THE SAME	2 =	343	34.1 %	73.2 %	
	3. WORSE	3 =	70	7.0 %	80.1 %	
	4. DK/NA	4 =	200	19.9 %	100.0 %	Base = 1006

Q.9 Please tell me if you feel the community colleges are doing an excellent, good, fair or poor job in providing:
(IF RESPONDENT HAS NO ANSWER, CIRCLE NA)

	NA POOR FAIR GOOD EXCELLENT	[NA] 1	2	3	4	
Q.9.1 Basic Education for Adults	NA 1 2 3 4	9.1 = [5.1 %] 0.7 %	12.5 %	59.9 %	26.9 %	Base = 955
Q.9.2 College Transfer Courses..... do you feel the community colleges are doing an excellent, good, fair or poor job in providing college transfer courses.	NA 1 2 3 4	9.2 = [33.0 %] 3.9 %	23.7 %	52.5 %	19.9 %	Base = 674
Q.9.3 Job Re-Training Programs	NA 1 2 3 4	9.3 = [31.8 %] 2.5 %	22.3 %	54.8 %	20.4 %	Base = 686
Q.9.4 Personal Improvement Courses..... do you feel the community colleges are doing an excellent, good, fair or poor job in providing personal improvement courses	NA 1 2 3 4	9.4 = [25.1 %] 1.1 %	16.9 %	58.6 %	23.5 %	Base = 753
Q.9.5 Vocational & Technical Training	NA 1 2 3 4	9.5 = [15.6 %] 2.2 %	13.3 %	57.5 %	27.0 %	Base = 849

Q.10 On a scale of 1 to 6, with 6 being "extremely effective" and 1 being "not at all effective", how effective do you feel the community colleges are in meeting the following community needs:

	NA NOT AT ALL...EXTREMELY EFFECTIVE	[NA] 1	2	3	4	5	6	
Q.10.1 Helping people prepare for jobs	NA 1 2 3 4 5 6	10.1 =[8.3 %] 0.4 %	3.1 %	10.7 %	29.8 %	36.2 %	19.6 %	Base = 922
Q.10.2 Providing low-cost higher education..... on a scale of 1 to 6, do you feel the community colleges are extremely effective or not all effective in providing low-cost higher education.	NA 1 2 3 4 5 6	10.2 =[6.1 %] 0.8 %	2.1 %	7.2 %	19.0 %	33.2 %	37.6 %	Base = 945
Q.10.3 Reducing youth unemployment	NA 1 2 3 4 5 6	10.3 =[24.4 %] 3.4 %	9.2 %	23.0 %	35.9 %	18.9 %	9.6 %	Base = 761
Q.10.4 Improving parent-family relationships	NA 1 2 3 4 5 6	10.4 =[37.3 %] 4.9 %	6.8 %	23.3 %	32.5 %	23.9 %	8.6 %	Base = 631
Q.10.5 Reducing adult ill-literacy	NA 1 2 3 4 5 6	10.5 =[18.1 %] 3.6 %	4.4 %	17.5 %	28.3 %	29.0 %	17.2 %	Base = 824
Again, on a scale of 1 to 6, do you feel the community colleges are extremely effective or not all effective in.....								
Q.10.6 Reducing welfare costs	NA 1 2 3 4 5 6	10.6 =[34.4 %] 8.6 %	10.5 %	26.1 %	28.5 %	17.1 %	9.2 %	Base = 660
Q.10.7 Reducing crime thru training and new employment opportunities.	NA 1 2 3 4 5 6	10.7 =[29.5 %] 6.2 %	8.5 %	24.5 %	32.2 %	19.3 %	9.5 %	Base = 709

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Unlike other publicly supported schools, the community colleges do not currently have a dependable source of funding for buildings, facilities, and equipment.

			Number	Percent	Cumulative	
Q.11	Were you aware that the community colleges do not currently have a source of dedicated funds for facilities & equipment?	1. AWARE	1 = 341	33.9 %	33.9 %	
		2. NOT AWARE	2 = 653	64.9 %	98.8 %	
		3. DK-NA	3 = 12	1.2 %	100.0 %	Base = 1006
Q.12	From your general knowledge of the community colleges, do you feel that they currently are in need of new and renovated buildings and facilities?	1. IN NEED	1 = 403	40.1 %	40.1 %	
		2. NOT IN NEED	2 = 360	35.8 %	75.8 %	
		3. DK-NA	3 = 243	24.2 %	100.0 %	Base = 1006
Q.13	Do you feel that they are in need of updated technical equipment?	1. IN NEED	1 = 514	51.1 %	51.1 %	
		2. NOT IN NEED	2 = 108	10.7 %	61.8 %	
		3. DK-NA	3 = 384	38.2 %	100.0 %	Base = 1006
Q.14	Over the past year, there have been newspaper stories and editorials regarding the community colleges' lack of building funds. Have you seen or read any of these articles?	1. HAVE SEEN	1 = 379	37.7 %	37.7 %	
		2. HAVE NOT SEEN	2 = 544	54.1 %	91.7 %	
		3. DK-NA	3 = 83	8.3 %	100.0 %	Base = 1006
Q.15	Do you feel that funding community college buildings and facilities is a very important, somewhat important or is not an important problem?	1. VERY	1 = 522	51.9 %	51.9 %	
		2. SOMEWHAT	2 = 401	39.9 %	91.7 %	
		3. NOT IMPORTANT	3 = 46	4.6 %	96.3 %	
		4. DK-NA	4 = 37	3.7 %	100.0 %	Base = 1006
Q.16	Do you feel this problem has a direct impact on you and your community?	1. DIRECT	1 = 790	78.5 %	78.5 %	
		2. NO IMPACT	2 = 146	14.5 %	93.0 %	
		3. DK-NA	3 = 70	7.0 %	100.0 %	Base = 1006

The Community College System is currently considering a statewide initiative campaign which would levy an additional twenty-five cents per thousand dollar assessed value to the property tax. This would meet the capital needs of the community college system.

Q.17	Considering what you know about the community colleges and their funding needs for facilities and equipment, do you think you would be in favor or opposed to the proposed initiative?	1. IN FAVOR	1 = 637	63.3 %	63.3 %	
		2. OPPOSED	2 = 224	22.3 %	85.6 %	
		3. DK-NA	3 = 145	14.4 %	100.0 %	Base = 1006

Q.17A Why do you feel this way? _____

_____

_____

_____

_____

_____

(PROBE FOR COMPLETE THOUGHTS - WRITE VERBATIM ANSWERS)

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			Number	Percent	Cumulative	
Q.18 This proposed property tax assessment would cost the average homeowner approximately $1.50 per month. Do you feel this is a reasonable amount to pay to assure that the community colleges have adequate buildings and equipment?	1. REASONABLE 2. NOT REASONABLE 3. DK-NA	1 = 2 = 3 =	778 140 88	77.8 % 13.9 % 8.7 %	77.3 % 91.3 % 100.0 %	Base = 1006
Q.19 Do you feel that the property tax is a fair and equitable tax to assess in support of the community colleges?	1. FAIR...[Skip to 20] 2. UNFAIR.[Continue] 3. DK-NA..[Skip to 20]	1 = 2 = 3 =	618 240 148	61.4 % 23.9 % 14.7 %	61.4 % 85.3 % 100.0 %	Base = 1006

Q.19A (if unfair...) Why do you feel this way?_____

(PROBE FOR COMPLETE THOUGHTS - WRITE VERBATIM ANSWERS)

Q.19B How should funds for community colleges' buildings and facilities be raised?_____

(PROBE FOR COMPLETE THOUGHTS - WRITE VERBATIM ANSWERS)

			Number	Percent	Cumulative	
Q.20 Would you be in support of this initiative more because it would improve your local community college, or more because it would make a more effective statewide community college system?	1. LOCAL 2. STATEWIDE 3. BOTH 4. WON'T SUPPORT 5. DK-NA	1 = 2 = 3 = 4 = 5 =	297 342 161 120 86	29.5 % 34.0 % 16.0 % 11.9 % 8.5 %	29.5 % 63.5 % 79.5 % 91.5 % 100.0 %	Base = 1006

And finally, we have just a few more questions.....

Q.21 Do you usually think of yourself as a Republican or as a Democrat?	1. REPUBLICAN 2. DEMOCRAT 3. INDEPENDENT 4. DK-NA	1 = 2 = 3 = 4 =	318 308 296 84	31.6 % 30.6 % 29.4 % 8.3 %	31.6 % 62.2 % 91.7 % 100.0 %	Base = 1006
Q.22 Did you vote for or against your last local school bond or levy issue?	1. FOR 2. AGAINST 3. DIDN'T VOTE 4. DK-NA	1 = 2 = 3 = 4 =	741 128 51 76	73.7 % 12.7 % 6.1 % 7.6 %	73.7 % 86.4 % 92.4 % 100.0 %	Base = 1006
Q.23 Have you or anyone in your household attended a Washington community college?	1. YOU...[Skip to 25] 2. ANYONE ELSE...[Continue] 3. NO.....[Continue] 4. DK-NA.....[Continue]	1 = 2 = 3 = 4 =	439 262 301 4	43.6 % 26.0 % 29.9 % 0.4 %	43.6 % 69.7 % 99.6 % 100.0 %	Base = 1006

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Q.24 Have you ever been on a community college campus?
1. YOU 2. ANYONE ELSE 3. NO 4. DK-NA

1 = 430/76.5 % 2 = 14/ 2.5 % 3 = 114/20.3 % 4 = 4/ 0.7 % Base = 562 NA = 44.1%

Q.25 Do you or anyone in your household have plans to attend a community college within the next two years?
1. YOU 2. ANYONE ELSE 3. NO 4. DK-NA

1 = 211/21.0 % 2 = 145/14.4 % 3 = 596/59.2 % 4 = 54/ 5.4 % Base = 1006

Q.26 Do you currently have children in kindergarten thru 12th grade?
1. YES 2. NO 3. DK-NA

	Number	Percent	Cumulative	
1 =	282	28.0 %	28.0 %	
2 =	721	71.1 %	99.7 %	
3 =	3	0.3 %	100.0 %	Base = 1006

Q.27 Where do you usually get most of your information about public and political issues?
1. NEWSPAPER 2. TELEVISION 3. RADIO 4. FRIENDS & FAMILY 5. DIRECT MAIL 6. DK-NA

1 =	614	61.0 %	61.0 %	
2 =	177	17.6 %	78.6 %	
3 =	40	4.0 %	82.6 %	
4 =	49	4.9 %	87.5 %	
5 =	75	7.5 %	94.9 %	
6 =	51	5.1 %	100.0 %	Base = 1006

Q.28 Do you currently own or rent your home?
1. OWN 2. RENT 3. DK-NA

1 =	897	89.2 %	89.2 %	
2 =	88	9.7 %	97.9 %	
3 =	21	2.1 %	100.0 %	Base = 1006

Q.29 Into what age group do you fall...[READ]
1. 18 - 24 2. 25 - 34 3. 35 - 44 4. 45 - 54 5. 55 - 64 6. OVER 65 7. DK-NA

1 =	41	4.1 %	4.1 %	
2 =	133	13.2 %	17.3 %	
3 =	192	19.1 %	36.4 %	
4 =	193	19.2 %	55.6 %	
5 =	207	20.6 %	76.1 %	
6 =	228	22.7 %	98.8 %	
7 =	12	1.2 %	100.0 %	Base = 1006

Q.30 What was the last grade in school you had the opportunity to complete....[READ]
1. SOME HIGH SCHOOL OR LESS 2. HIGH SCHOOL GRADUATE 3. SOME COLLEGE 4. GRADUATE OF 2-YR OR TECHNICAL SCHOOL 5. GRADUATE OF 4-YEAR COLLEGE 6. COMPLETED POST-GRADUATE STUDIES 7. DK-NA

1 =	62	6.2 %	6.2 %	
2 =	255	25.3 %	31.5 %	
3 =	257	25.5 %	57.1 %	
4 =	117	11.6 %	68.7 %	
5 =	191	19.0 %	87.7 %	
6 =	115	11.4 %	99.1 %	
7 =	9	0.9 %	100.0 %	Base = 1006

Q.31 Are you primarily....[READ]
1. EMPLOYED FULL-TIME 2. EMPLOYED PART-TIME 3. A FULL-TIME HOMEMAKER 4. STUDENT 5. RETIRED 6. UNEMPLOYED 7. DK-NA

1 =	396	39.4 %	39.4 %	
2 =	120	11.9 %	51.3 %	
3 =	161	16.0 %	67.3 %	
4 =	19	1.9 %	69.2 %	
5 =	273	27.1 %	96.3 %	
6 =	28	2.8 %	99.1 %	
7 =	9	0.9 %	100.0 %	Base = 1006

Q.32 And finally, on a yearly basis, is the overall income of your household over or under $35,000?
1. OVER $35,000 2. UNDER $35,000 3. DK-NA

1 =	379	37.7 %	37.7 %	
2 =	497	49.4 %	87.1 %	
3 =	130	12.9 %	100.0 %	Base = 1006

Thank you very much. We certainly appreciate your help and cooperation in completing our survey.

Q.33 RECORD SEX 1. MALE 2. FEMALE

1 =	405	40.3 %	40.3 %	
2 =	601	59.7 %	100.0 %	Base = 1006

PUBLIC OPINION RESEARCH
TACC CAPITAL FUNDING FEASIBILITY STUDY

ANALYSIS OF OPEN-ENDED COMMENTS

Question 2: When you think of a community college, do you identify it more as part of a statewide system, or do you identify it more as part of your local community?

Why do you feel this way?

STATEWIDE SYSTEM:	Base = 249
1. They are in every community, all over the state	23 %
2. They are state funded	22 %
3. Serve the statewide population, not just local population	12 %
4. Personal experience with the colleges	10 %
5. Governed by the legislature, not locally controlled	8 %
6. Students transfer to state schools from community colleges	7 %
7. Other reasons given	10 %
8. Don't know/No reason given	8 %

LOCAL COMMUNITY:	Base = 621
1. Serves the community, local people attend	55 %
2. Personal experience, familiar with local college	21 %
3. Name identity - "community" college	12 %
4. Locally funded, locally controlled	3 %
5. Other reasons given	6 %
6. Don't know/No reason given	3 %

BOTH STATEWIDE & COMMUNITY:	Base = 95
1. Everyone attends	43 %
2. State funded but locally controlled	19 %
3. Governed by the legislature	9 %
4. Personal experience, it's the way it should be	6 %
5. Collectively mentioned as statewide, but in my community	4 %
6. Other reasons given	6 %
7. Don't know/No reason given	13 %

PUBLIC OPINION RESEARCH
TACC CAPITAL FUNDING FEASIBILITY STUDY

Question 3: Have you seen or read any news stories about Washington community colleges in the last year? What were the stories about?

Base = 491

1. Funding issues	33 %
2. College programs/curriculum	27 %
3. Administrative issues	18 %
4. Sports Events	4 %
5. Others mentioned	3 %
6. Don't know/I don't recall	15 %

Question 4: What do you feel is the most important purpose for the community colleges?

Base = 1006

1. Provides economic, low-cost higher education, affordable	20 %
2. Job re-training programs, career training, vocational programs	14 %
3. College transfer courses	13 %
4. Education in general/ provide higher education	13 %
5. Place to learn, alternative to 4-year school	10 %
6. Good interim between high school and 4-year school	7 %
7. Accepts everyone, no academic requirements	6 %
8. Good for the community	3 %
9. Provides basic education for adults	2 %
10. Offers personal improvement courses	1 %
11. Other reasons given	6 %
12. Don't know/No reason given	5 %

PUBLIC OPINION RESEARCH
TACC CAPITAL FUNDING FEASIBILITY STUDY

Question 17: Considering what you know about the community colleges and their funding needs for facilities and equipment, do you think you would be in favor or opposed to the proposed initiative?

IN FAVOR: Base = 637

1. Support education in general	33 %
2. Community colleges are in need of the funding, they are in need of improvement	20 %
3. Personal experience with colleges	12 %
4. Affordable education is necessary	11 %
5. Community colleges need a steady source of funding	10 %
6. They fill a need in the community	9 %
7. Other reasons given	3 %
8. Don't know/No reason given	2 %

OPPOSED: Base = 224

1. Taxes are too high already	30 %
2. Not fair to just tax property owners	16 %
3. Money won't be used for what they say it will	14 %
4. Community colleges don't need new facilities	10 %
5. Funding should be determined by the state or legislature	9 %
6. Taxes hit older people on fixed incomes	7 %
7. Other reasons given	6 %
8. Don't know/No reason given	8 %

PUBLIC OPINION RESEARCH
TACC CAPITAL FUNDING FEASIBILITY STUDY

Question 19A: Do you feel that the property tax is a fair and equitable tax to assess in support of the community colleges? Why do you feel that way?

Base = 240

1. Not fair to just tax property owners	34 %
2. We are already over taxed	17 %
3. Everyone should be taxed equally	14 %
4. Should tax users, raise tuition	8 %
5. The money raised won't be used for intended use	6 %
6. Should be governed by legislature	6 %
7. Retired people can't afford it	4 %
8. Colleges don't need additional facilities	1 %
9. Other reasons given	6 %
10. Don't know/No reason given	4 %

Question 19B: How should funds for community college's buildings and facilities be raised?

Base = 240

1. Should be funded through state budget process	20 %
2. Increase tuition, impose a use tax	15 %
3. Supported at the local level with bonds and levies	12 %
4. From the sales tax	9 %
5. Fund raisers, alumni	7 %
6. Income tax	7 %
7. From lottery proceeds	6 %
8. Use existing empty school buildings	4 %
9. No need to raise taxes, improve current budgeting	3 %
10. Other reasons given	12 %
11. Don't know/no reason given	5 %

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